



KAZAKHSTAN MEDIA LANDSCAPE

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Country Overview



WORLD'S LARGEST LANDLOCKED COUNTRY AND CENTRAL ASIA'S LARGEST ECONOMY

Overview of Kazakhstan



CAPITAL
Astana

GDP
\$170.5 billion

REGION
Asia

POPULATION
18,276,499

GDP PER CAPITA, PPP
\$27,660

AREA
2,724,900 SQ.KM

Kazakhstan is the 61st most populous country in the world because of its large land area, its population density is amongst the lowest.

Much of the growth in the country's economy has been tied to the oil sector. From the mid-1990s to 2010, its per capita gross domestic product is estimated to have increased more than tenfold.

Kazakhstan has an ethnically diverse population, with Kazakhs making up more than 60 percent of the population and Russians constituting about a quarter.

Tourism Overview



HOTEL SEARCHES TO THE UAE RANK AS THE MOST POPULAR CHOICE FOR KAZAKH TRAVELERS

Kazakhstan

	Origin Country ⓘ ▲	Destination Country	Percentage of Events ⓘ ▼
1.	Kazakhstan	United Arab Emirates	31.01%
2.	Kazakhstan	Kazakhstan	30.83%
3.	Kazakhstan	Maldives	17.39%
4.	Kazakhstan	Turkey	7.86%
5.	Kazakhstan	Russia	4.47%

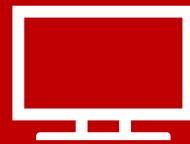
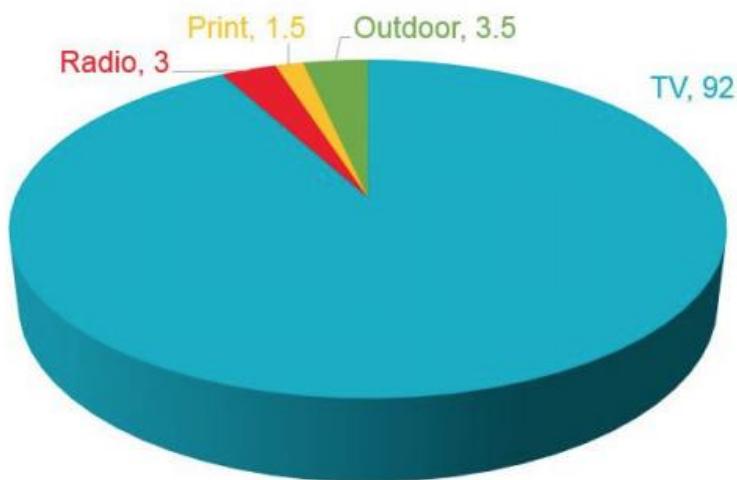
Inbound Travel Intent (February 2021)
Source: [Sojern](#)

Media Consumption Overview



TV IS FAR AHEAD OF ANY OTHER MEDIUM

Share of ad spend, %, by medium in Kazakhstan



TV has the widest reach in the country



Radio has a small but stable audience



Declining readership



Digital takes up 32% of total time spent with media

Television



KAZAKHSTAN IS A TELEVISION NATION

Most popular TV stations in Kazakhstan by 2018 rating (%), 2014-2018

	2014	2015	2016	2017	2018	Majority owner
Eurasia	85.6	83.4	82.5	74.9	71.2	Government
KTK	71.2	73.3	73.8	71.8	68.5	The First President
NTK	72.7	74.2	70.5	65.7	65.2	The family of the First President
Channel 31	75.9	72.2	72.1	69.2	64.9	Utemuratov Bulat
Mir	44.6	48.5	54.6	54.8	60.9	International channel
Channel Seven	69.0	69.9	66.4	63.9	60.5	Rakishev Kenes
Astana TV	59.5	60.5	55.5	59.4	56.4	Government
Khabar	68.8	69.1	64.8	61.7	51.7	Government
Almaty TV	23.32	23.18	30.18	35.15	43.8	Government
Qazaqstan	53.3	57.8	58.9	49.2	43.7	Government

Sources: TNS Global Kazakhstan, Egov.kz, 2019

76% of the population in Kazakhstan watch TV at least once a day.

TV viewers spend roughly 200 minutes.

Television is an uncontested leader in advertising market.

Radio



36% OF THE POPULATION LISTENS TO RADIO

Most popular radio channels in Kazakhstan by 2018 rating (%), 2014-2018

	2014	2015	2016	2017	2018	Majority owner
Radio Retro	52.8	47.4	51.8	42.7	34.8	The family of the First President
Autoradio	45.6	44.9	49.1	43.6	33.0	Kantabayev Askar
Russian Radio	45.9	43.0	43.9	41.8	33.0	DLS Group (Kazakhstan)/ Russian Telegraph (Russia)
Radio Dacha	n/a	n/a	n/a	n/a	32.9	Mustafina Tolkyn (Kazakhstan)/ Radio Dacha (Russia)
Radio NS	37.1	29.5	34.4	26.2	31.3	The Government
Love Radio	24.5	23.7	26.9	30.4	24.5	Kaldybayeva Akmaral
Zhuldyz FM	n/a	18.5	29.6	25.6	21.3	Kazybayev Batyr, Temirova Dinara
Dala FM	n/a	n/a	23.1	25.9	19.5	Kantabayev Askar
Kazakh Radio	21.8	14.3	14.9	17.6	14.9	The Government
Tengri FM	18.4	12.9	12.1	10.8	10.9	Kazybayev Batyr, Temirova Dinara

n/a: not available

Sources: TNS Global Kazakhstan, Egov.kz, 2019

There are only 61 radio stations in the country. In contrast, Kazakhstan has 108 television stations and 1,169 newspapers.

Radio's audience in the country is small but stable, indicating loyalty and trust.

Those who turn on the radio spend about 2 hours listening to it. It accounts for 15% of all time spent with media.



10% OF THE POPULATION READ PRINTED MEDIA.

The most popular newspapers in Kazakhstan, May 2019

Newspaper	Majority owner
Karavan	The First President
KazPravda	Government
Egemen Kazakhstan	Government
Vremya	Subharberdin Nurzhan, LLP Shanyrak Trade
Argumenty i Fakty	Turebayeva Bibigul
Express - K	Shahnovich Igor, Bekkulova Sholpan, LLP Vostok Impax
Zhas Alash	Atusheva Saltanat, Sarsenbay Ana
Liter	Government
Kapital	Mustafina Svetlana, Mustafin Sanzhar
Kursiv	User Saken

Readership has fallen by 5% over the last 3 years.

Time spent with the medium is also declining.

Source: CMDS survey, Almaty

Digital



ALMOST 15 MILLION PEOPLE ARE ONLINE





YOUTUBE IS THE MOST WATCHED WEBSITE

JAN
2021

TOP WEBSITES BY TRAFFIC (ALEXA)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO ALEXA*



KAZAKHSTAN

#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	15M 41S	17.02
02	YOUTUBE.COM	17M 23S	9.86
03	KUNDELIK.KZ	7M 03S	12.00
04	MAIL.RU	3M 33S	2.76
05	VK.COM	7M 21S	3.77
06	NUR.KZ	4M 34S	2.07
07	ONLINEDIKTEP.ORG	5M 11S	2.68
08	GOOGLE.KZ	4M 58S	4.68
09	YANDEX.KZ	2M 45S	1.51
10	WIKIPEDIA.ORG	3M 48S	3.10

#	WEBSITE	TIME / DAY	PAGES / DAY
11	OK.RU	4M 11S	2.36
12	EGOV.KZ	12M 22S	6.99
13	GOOGLE.RU	3M 50S	4.76
14	OLX.KZ	12M 49S	8.07
15	ZOOM.US	8M 14S	3.93
16	ZNANIJA.COM	4M 35S	2.50
17	REZKA.AG	2M 33S	3.17
18	KOLESA.KZ	16M 07S	10.80
19	YANDEX.RU	6M 16S	3.85
20	IVI.RU	2M 53S	2.64

we
are.
social



MORE THAN HALF THE POPULATION IS ACTIVE ON SOCIAL MEDIA

JAN
2021

SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE



DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.



KAZAKHSTAN

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



12.00
MILLION

SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



63.5%

ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



+26.3%
+2.5 MILLION

NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



11.87
MILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



98.9%

Upcoming Opportunities



LIST OF PUBLIC HOLIDAYS

- New Year's Day Holidays: 1st January – 4th January
- Christmas Holiday: 7th January
- Women's Day: 8th March
- Nauryz Day: 21st March – 24th March
- Unity Day: 1st May – 3rd May
- Defender of the Fatherland Day: 7th May
- Victory Day: 9th May
- Day of the Capital: 6th July
- Kurban Ait: 20th July
- Constitution Day: 30th August
- First President of the Republic of Kazakhstan Day: 1st December
- Independence Day: 16th December & 17th December
- Day of the Assumption of Mary: 28th August



KEY MEDIA – TV CHANNELS

EURASIA

Rating: 71.2%

Channel One Eurasia is a local Kazakh television station that has been in operation since October 1997. It is one of many privately owned television stations in Kazakhstan closely monitored for any bad press about the Kazakh government.



KTK

Rating: 68.5%

KTK which expands to Kommerceskiyi Televizioniyi Kanal is a Kazakh language channel. KTK is one of the first private television stations in Kazakhstan, having the status of a national broadcaster, a recognized leader in the country's television market over the past 15 years.



NTK

Rating: 65.2%

The first national infotainment channel broadcasting for 21 hours daily in all cities and major regional centers of the Republic of Kazakhstan.



KEY MEDIA – TV CHANNELS

CHANNEL 31

Rating: 64.9%

Channel 31 is a Kazakh nationwide broadcast television station that is based in Almaty, Kazakhstan and are owned and operated by CTC Media and National Media Group. Channel 31 consists of news and thematic programs in both Russian and Kazakh, as well as movies, series, talk shows, and children's, cultural, historical and entertainment programs.

MIR

Rating: 60.9%

The Mir TV channel introduces viewers to the modern life and history of the countries of the former Soviet Union, and forms cultural, social and economic ties.

CHANNEL SEVEN

Rating: 60.5%

Moscow 24 is a Russian 24-hour TV channel, a part of the "Moscow Media" Incorporated editorial office of Moscow media sources and referred to All-Russia State Television and Radio Broadcasting Company (VGTRK). The Channel is headquartered in Moscow City with its production facilities and operations, and is available in Moscow, Moscow Region and Crimea.



Let's Discuss

Tel: +971 4 425 3300

Email: info@themediavantage.com

Website: www.themediavantage.com

Location: 8th Floor, Reef Tower, Cluster O, JLT, Dubai,
UAE

